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## Not for Profit

“Profit” in the third sector is usually measured in how much extra resource or cash the organisation can generate to influence its chosen cause. AIT has worked with many NFP organisations at brand and campaign level to help organisations grow and apply influence.



### National Rheumatoid Arthritis Society

A society for those with RA, specialist surgeons, nurses, carers and political lobbyists.

#### Project Scope

Total responsibility for brand creation and development across a range of materials including web site, member newsletters, and posters and information for doctors' surgeries.

#### Objectives

To create a brand to communicate with those with RA as well as with specialists in the medical arena. To disseminate a wealth of information about RA research and worldwide developments. To establish credibility with, and attract funding from, leading pharmaceutical companies.



### Employee Volunteering

An organisation dedicated to training and corporate social responsibility (CSR) programmes carried out in community projects.

#### Project Scope

Create and apply new identity to web site and all company literature. Facilitate installation of Salesforce.com to enable the organisation to scale and manage enquiries and client engagements more effectively.

#### Objectives

Develop go-to-market strategy to find and engage businesses and public sector organisations interested in helping employees become involved in volunteering-focussed training. Develop material to demonstrate how supporting employee volunteering can be part of a broader corporate social responsibility programme. Stimulate discussion on how by responding to employee interests and training requirements, employers can build loyalty as well as reducing many of their core costs.



### Mind

Leading mental health charity

#### Project Scope

To identify and develop a means to raise awareness in commercial businesses of the significance of mental health and the costs associated with absence and reduced productivity. Campaign development. Plan and host a campaign launch with the charity's patron, MPs and other influencers at Westminster.

#### Objectives

To enable Mind workers and volunteers, through a campaign called “Mind Your Own Business”, to engage businesses with business facts about increased productivity and profits through a focus on better staff coping strategies. Stimulate debate and promote understanding via high-impact business statistics in order to move companies to be proactive about stress and related topics.

